What Is Claimed Is:

5 1. A method for customizing the presentation of Web site data in a client-server network, the method comprising the steps of:

storing a plurality of device characteristics and customized reformatting information in a storage device coupled to the client-server network, wherein the customized reformatting information includes parameters used for displaying Web pages

10 according to a user's preferences;

receiving by a server of the client-server network a request from the requesting device, the request including header information and a Universal Resource Locator (URL);

querying the header information to determine a device signature of the requesting

15 device;

comparing the device signature with the stored device characteristics to identify characteristics of the requesting device and customized reformatting information;

retrieving Web site data represented by the URL;

reformatting the Web site data according to the customized reformatting

20 information; and

transmitting to the requesting device the reformatted Web site data for display.

2. The method according to claim 1 further comprising the step of determining from the identified device characteristics a markup language used by the requesting device for

25 display.

3.   The method according to claim 1, wherein the comparing step further comprises the step of determining a rule set for use in processing data requested by the requesting device.

5   4.   The method according to claim 3 further comprising the step of comparing the rule set with the customized reformatting information.

5.   The method according to claim 3, wherein the step of transmitting the requested data further comprises the steps of:

10   determining from the identified device characteristics a browser format supported by the requesting device;

reformatting, if the requesting format supports a small screen format display, the requested data in accordance with the determined rule set; and

sending the requested data to the requesting device.

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6.   The method according to claim 1, wherein the step of reformatting includes reformatting data in an intermediate markup language.

7.   The method according to claim 6, wherein the step of reformatting includes

20   reformatting data in the Interlingua markup language.

8.   The method according to claim 1, wherein the reformatting step reformats data for display on a small screen device.

25   9.   The method according to claim 1, wherein the reformatting step reformats data for display on a large screen device.

10.   A system for customizing the presentation of Web site data in a client-server network comprising:

        a server computer in electronic communication with a requesting device;

        a redirector processor in electronic communication with the sever computer;

5   a database for storing device characteristics and customized reformatting information, the database accessible to the redirector processor;

        a reformatting processor in communication with the redirector processor, the database and at least a second server in the electronic network; and

        a markup language parser in communication with the reformatting processor;

10   wherein the reformatting processor reformats Web site data according to the customized reformatting information and data from the markup language parser.

11.   The system according to claim 10, wherein the markup language parser further comprises:

15   a text processor;

        a start tag processor;

        an end tag processor; and

        a simple tag processor.

20 12.   The system according to claim 10, wherein the redirector processor comprises an originating index Java Server Page.

13.   The system according to claim 10, wherein the database is located external to the reformatting processor.

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14.   The system according to claim 10, wherein the requesting device is a mobile Internet device.

15.   The system according to claim 10, wherein the reformatting processor reformats the Web site data in an intermediate markup language.

16.   The system according to claim 15, wherein the intermediate markup language is

5   Interlingua.

17.   The system according to claim 10, wherein the reformatting processor processes data for display on a small screen device.

10   18.   The system according to claim 10, wherein the reformatting processor processes data for display on a large screen device.

19.   The system according to claim 10, wherein the device characteristics include screen dimensions of a small screen device.

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20.   A machine-readable medium having processing instructions stored thereon for execution by a processor to perform the method comprising:

storing a plurality of device characteristics and customized reformatting information in a storage device coupled to the client-server network, wherein the

20   customized reformatting information includes parameters used for displaying Web pages according to a user's preferences;

receiving by a server of the client-server network a request from the requesting device, the request including header information and a Universal Resource Locator (URL);

25   querying the header information to determine a device signature of the requesting device;

comparing the device signature with the stored device characteristics to identify characteristics of the requesting device and customized reformatting information;

retrieving Web site data represented by the URL;

reformatting the Web site data according to the customized reformatting

information; and

transmitting to the requesting device the reformatted Web site data for display.

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